GOVERNMENT OF INDIA
LAW AND JUSTICE
LOK SABHA

UNSTARRED QUESTION NO:1379
ANSWERED ON:23.11.2016
Online Survey for Overseas Indian Citizens
Gaikwad Dr. Sunil Baliram;Gupta Shri Sudheer;Kirtikar Shri Gajanan Chandrakant;Mahato Shri Bidyut Baran;Radhakrishnan Shri T.;S.R. Shri Vijay Kumar;Singh Shri Kunwar Haribansh

Will the Minister of LAW AND JUSTICE be pleased to state:

(a) whether the Election Commission of India has initiated an online survey for Overseas Indian Citizens in collaboration with Tata Institute of Social Sciences (TISS) recently;
(b) if so, the details thereof along with the aims and objectives of the survey;
(c) the terms and conditions of the survey along with the expenditure involved therein; and
(d) the steps taken/being taken by the Government to campaign said survey among the Overseas Indian Citizens?

Answer

ANSWER

MINISTER OF STATE FOR LAW AND JUSTICE AND ELECTRONICS AND INFORMATION TECHNOLOGY
(SHRI P.P.CHAUDHARY)

(a): Yes, Madam.
(b) to (d): The Election Commission has informed that the objective of the survey is to assess the level of awareness among the Overseas Indians about the registration and the voting process especially in view of the amendment to the Representation of the People Act, 1950 w.e.f. 10th February, 2011 making special provisions for citizens of India residing outside the country to get enrolled in the electoral roll. The survey is also meant as an outreach measure to engage with the Overseas Indians through an online competition linked with the survey, so as to attract maximum participation in the survey.

The terms and conditions and scope of work, inter-alia, include placing advertisements in social media such as facebook, twitter, you tube etc. in the form of videos/banners specifically targeting Overseas Indians holding Indian Passport, drawing their attention to a major exercise being undertaken to reach out to them. The approximate expenditure involved is Rs.33 Lakh.

Regarding steps taken/being taken to promote the said survey, the Commission has informed that the Chief Election Commissioner has written a letter to Hon'ble Minister, External Affairs for major support from the Ministry of External Affairs for the successful execution of the Online Survey, requesting, inter-alia, that:

(a) Ministry of External Affairs (MEA)'s website may carry the link www.everyvotecounts.in. India Perspective magazine for November-December edition may also publicise the survey cum competition to garner maximum response.
(b) MEA's twitter handle may tweet about this special initiative targeted at the Overseas Indian citizens.
(c) The Indian Missions in the 11 countries that comprise 94% of the NRIs may carry the link for the survey portal on their website at a prominent place on its home page and encourage eligible people to participate in the survey and competition.

The Indian Missions have also been requested by the Commission separately to promote the survey and competition besides the concept of electoral participation in various functions and engagements that it carried out for the Overseas Indians in the month of November, 2016.

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